

CLEAN COPY OF AMENDED CLAIMS

29. A method for presenting records to a user, comprising the steps of:

- (a) receiving an input from the user;
- (b) defining a subset of records selected from an electronic database containing a set of records, based on a classification of information within a respective record and the user input;
- (c) determining a statistical model associated with a respective record;
- (d) determining economic parameters associated with the subset of records; and
- (e) presenting the subset of records jointly optimized based on the determined economic parameters, and the statistical model associated with the selected record.

44. A method for presenting records to a user, comprising the steps of:

- (a) determining a user relevance parameter;
- (b) defining a set of records from an electronic database based on a classification of the information therewithin and the user relevance parameter;
- (c) determining a statistical model relating to the set of records and the determined user relevance parameter;
- (d) determining economic parameters for defined records; and
- (d) presenting the set of records optimized based on both the determined economic parameters and the determined statistical model.

49. The method according to claim 44, wherein said presenting step comprises outputting a sorted list of the set of records having an order dependent on the determined economic parameters and the determined statistical model.

51. The method according to claim 44, further comprising the steps of determining a risk tolerance of the user said determined statistical model comprising the determined risk tolerance.

59. A method for outputting a set of records, comprising the steps of:

- (a) receiving a specification for a class of information having a plurality of records, said plurality of records having associated economic parameters;
- (b) determining a statistical model associated with records within the class of information and the received specification; and
- (c) jointly optimizing a presentation of the records based on both the economic parameters and the determined statistical model.

60. The method according to claim 59, wherein a likelihood is determined by the statistical model.

62. The method according to claim 59, further comprising the steps of providing a plurality of relevance profiles, and selecting a relevance profile to define the statistical model.

67. A method of producing a ranked set of results for a user inquiry, comprising the steps of:

- (a) receiving an inquiry from the user;

- (b) producing a set of responses to the inquiry, at least one response having an associated economic parameter; and
- (c) optimally ranking the set of responses using a statistical model based on the user inquiry, a content of each of the set of responses, and the economic parameter.